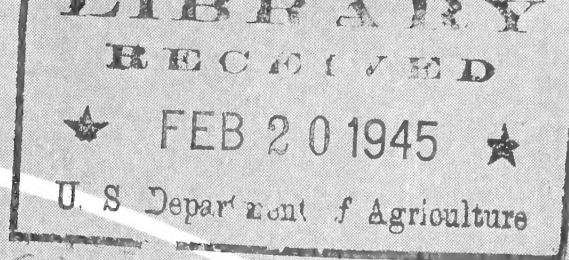


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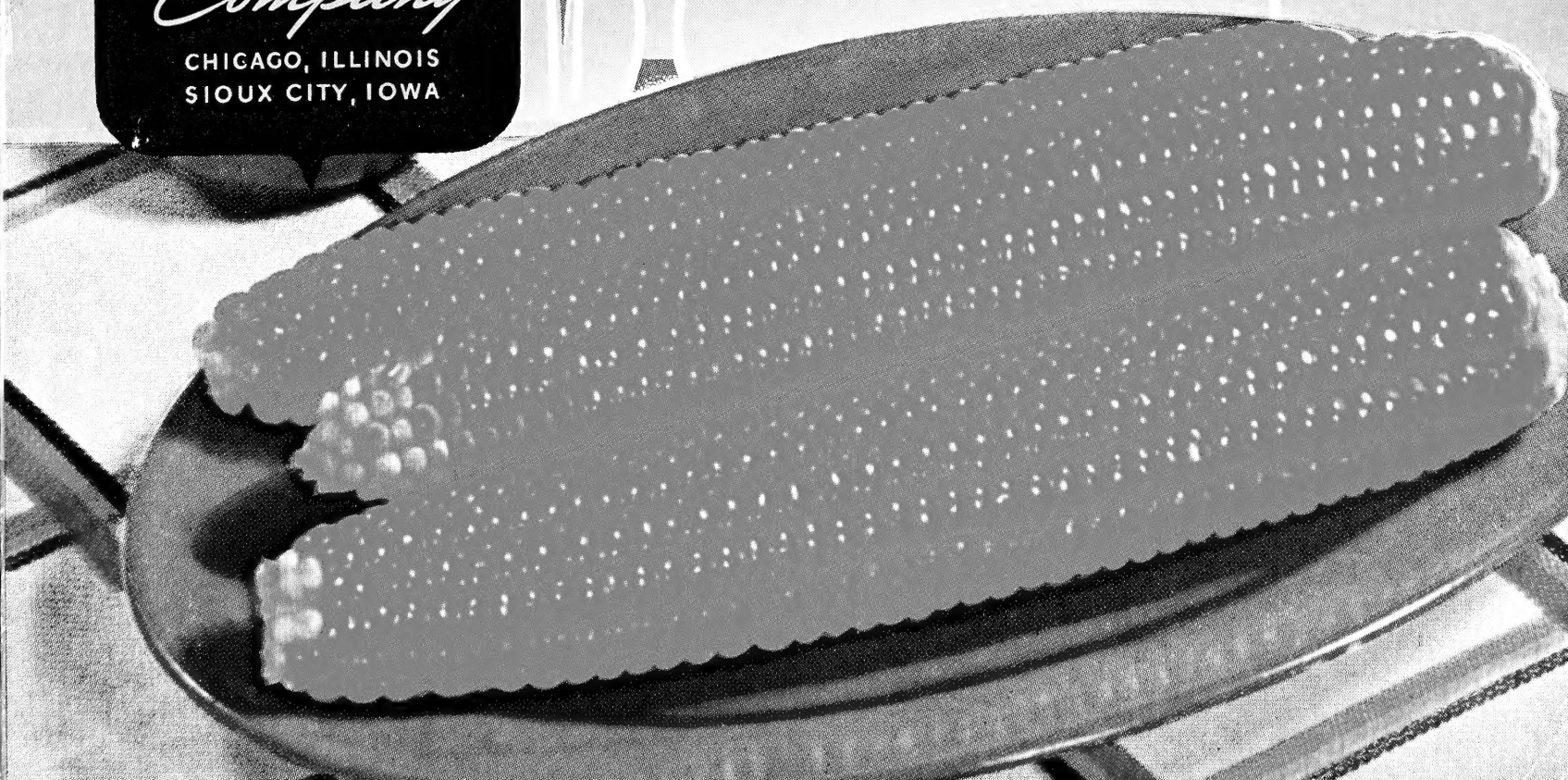
Michael Seed Co. Sioux City
Iowa

New Discoveries *in* SWEET CORN

for Gardeners Everywhere

The
**MICHAEL-
LEONARD**
Company

CHICAGO, ILLINOIS
SIOUX CITY, IOWA





THE STORY OF *Hybrid Sweet Corn*

Here is one of the most delightful gardening discoveries in years. Michael-Leonard's *Hybrid Sweet Corn*.

This corn is the result of more than 15 years of patient research by our entire staff of expert horticulturists. They crossed and re-crossed dozens of strains, bringing out the finest qualities of each. Then into one great new corn they combined all of these ideal characteristics. They called it *hybrid* sweet corn. Since the creation of this first hybrid, Michael-Leonard has developed 14 different sweet corn hybrids of varying maturities — both the yellow and white varieties.

Big ears with giant size kernels so tender, sweet and milky, take the place of all other kinds. It's so much better eating that many of America's foremost food canning companies insist on Michael-Leonard Hybrids for their quality pack. And recently, a nation-wide jury of garden experts selected some of these varieties as America's outstanding sweet corn.

And how it grows! Plants are

strong, sturdy, uniform with a rich green color. Ears are borne on the stalk at a uniform height, making it easy picking, nice appearing. And, importantly, it yields more. Ears are bigger and you get more of them.

But wait 'till the day you bring 'em in and serve 'em! Those great big ears with their giant, baby-tender kernels are a joy to behold. And so sugary-sweet, so full of real corn goodness that you can't get quite enough! And the kernels are deep, on an unbelievably small cob. Every bite is a real "bite" of all corn.

But that's not all. The really grand part is that you have *this* sweet corn coming on *all summer long*! You see, with this corn we "set" the ripening date. The earliest hybrid ripens 59 days after planting, the latest takes 95 days. Simply plant several different maturing hybrids at one time, and pick the world's finest sweet corn from your own garden *throughout the entire* summer. You'll be the *first and the last* to enjoy sweet corn on your dinner table.



The MICHAEL-LEONARD *Company*

CHICAGO, ILLINOIS • SIOUX CITY, IOWA



A ALPHAGOLD BANTAM

... Ripens in 59 Days

If you want to lead your neighborhood with the *earliest* sweet corn, you'll really have something to brag about in Alphagold Bantam. The rapid growth of this first, early yellow hybrid will amaze you. And it's safe to plant it a full week ahead of ordinary sweet corn. Yields well, ears are about 7 inches long, with 10 to 12 rows. Tips are well filled — and grow a clean, high quality crop. Be the first to invite your friends in for a real sweet corn treat!

B HYBRID GOLDEN HUMMER

... Ripens in 68 Days

Be among the first to have yellow sweet corn, by planting Hybrid Golden Hummer. It has large, attractive ears about 8 inches long, and with 12 even rows of tender, sweet kernels. It has high yield, uniform plant growth, and is easy to care for. Very similar to Tendergold in growing and eating characteristics—but much earlier! Try some.

C TENDERGOLD

... Ripens in 79 Days

There are only three words to actually describe this corn — sweet, tender, succulent. It is an early corn — ripens just ahead of Golden Bantam — and yields about twice as much. It has attractive ears about eight inches long, with 12 rows to the ear. Often gets premium prices on the market! Stays sweet and tender two to three days longer than most kinds.



Michael-Leonard
LEADS THE WORLD IN
HYBRID SWEET CORN
Research

D GOLDEN CROSS BANTAM

... Ripens in 82 Days

The ears are generally about 8 inches long, with 12 rows of sweet, good tasting kernels. One of the first sweet corn hybrids ever developed. This hybrid is still a favorite with many gardeners.

E TOP FLIGHT

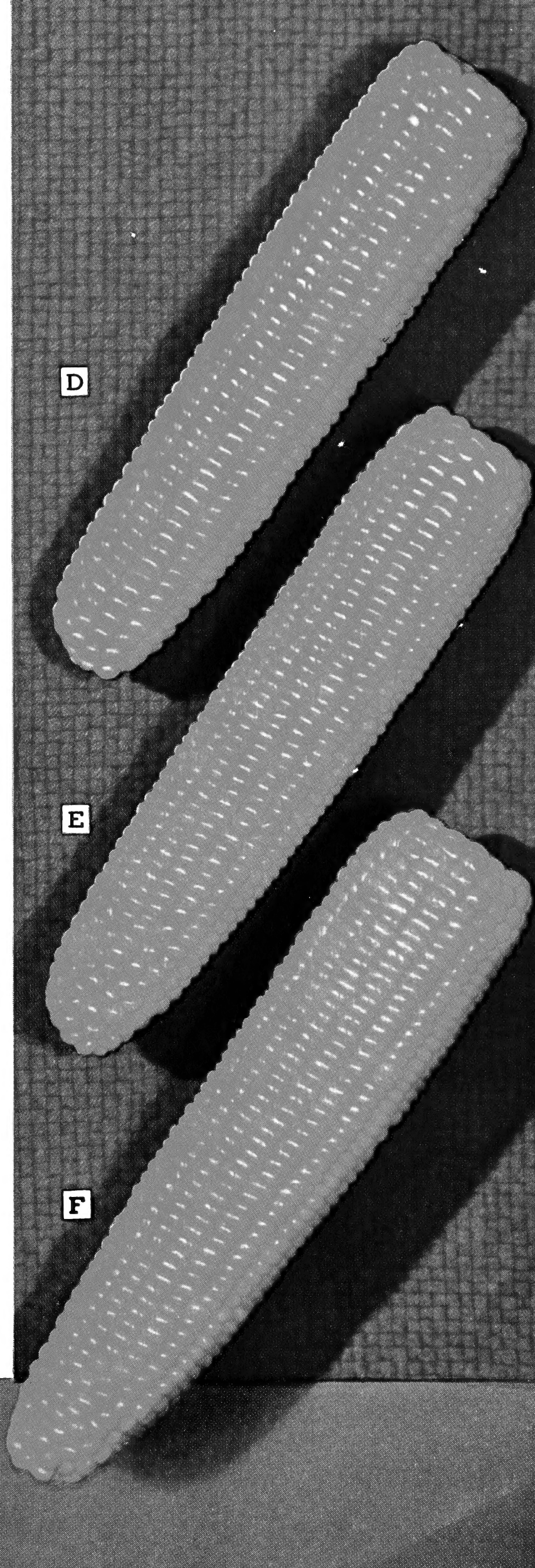
... Ripens in 82 Days

... And "Top-flight" it is. A nation-wide jury of garden experts selected this variety as one of America's outstanding sweet corn hybrids. An extremely prolific grower, many plants produce two ears. And what ears! They're 8 to 9 inches long, with from 14 to 16 rows of the sweetest, most tender sweet corn you ever ate! What's more, it can be grown successfully almost anywhere. Folks from Virginia to Oregon and from Arkansas to Minnesota say it produces unusually clean, quality, dependable crops. Every grower of sweet corn should plant some of this kind.

F TENDERMOST

... Ripens in 83 Days

Of all the hybrids which we have developed, this is the most tender of any. You'll love its big, giant size kernels with their sugary-sweet corn goodness, and delightfully tender hull. And talk about big ears! They average about nine inches in length, and almost every ear has from 14 to 16 rows of amazingly regular kernels. This corn stays sweet and tender on the stalk for nearly two weeks at a time. You'll find it has good resistance to smut, and because of its tight-fitting husk, ear worms give it little, if any, trouble. It's easy growing, high yielding — and mighty fine eating.





G ARISTOGOLD BANTAM

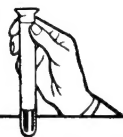
... Ripens in 83 Days

You can't go wrong when you plant this true aristocrat of the sweet corn hybrids. Garden experts — a national jury of them — judged it a top winner in the All-America Seed Trials. They liked it because it grows fast; because it makes exceptional yields even in extremely hot, drouthy seasons; because it stands early planting in cold, wet soil; because of its great resistance to ear worm and smut damage; because stalks are tall, vigorous (8 to 9 feet) and ears are extra long with 12 to 14 rows. You'll like it for all of these easy-growing features — and moreover because it's such a grand eating corn. Sweet, tender and delicious — with exceptionally deep kernels on a mighty small cob. This outstanding hybrid is setting records in the South for high yields of delicious big ears.

H IOANA

... Ripens in 85 Days

Here is a grand sweet corn with a quality flavor. It was developed by Dr. E. S. Haber of the Iowa Experiment Station at Ames, Iowa. The plants are about 7 feet tall — sucker-free — and quite vigorous. The ears are uniform, with 12 rows of sweet, toothsome kernels to the ear. Like all other hybrid sweet corn seed grown by Michael-Leonard this is produced for you in isolated, sheltered valleys of the Rocky Mountain states.



Michael-Leonard
LEADS THE WORLD IN
HYBRID SWEET CORN
Research

I TRI-STATE

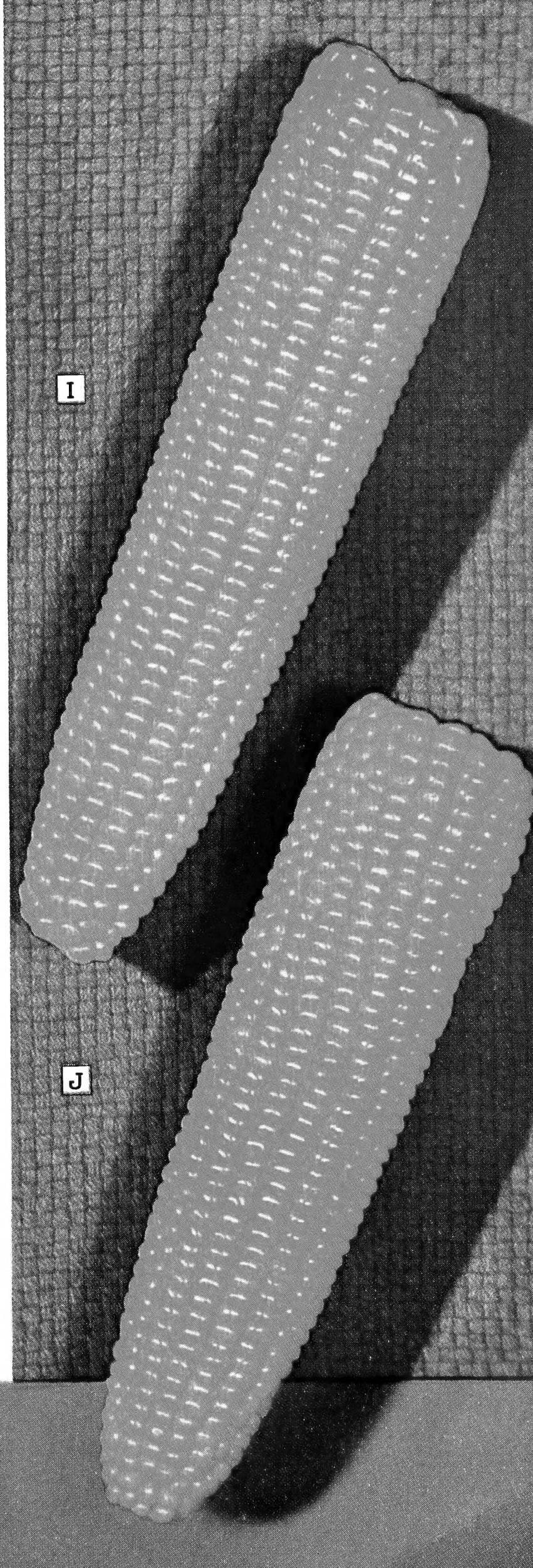
... Ripens in 86 Days

One of the remarkable things about this new sweet corn hybrid is that it is not sensitive to differences in soil type or fertility. Plant it almost anywhere and you're sure of a good crop. That's true in dry seasons, too — for it has shown remarkable drouth resistance in gardens from Pennsylvania to western Nebraska. Its big, golden yellow ears are remarkably straight, mostly 14 rows to the ear, with perfectly filled tips. Ears are carried on the stalk at a height of 36 inches—making it perfect for easy picking. For a top quality, easy-to-grow sweet corn, you'll like TRI-STATE.

J ARISTOGOLD BANTAM EVERGREEN

... Ripens in 87 Days

If you want to amaze your neighbors with truly *big* ears of some of the sweetest, most tender sweet corn you ever tried, plant this. These ears are from 9 to 10 inches long, with 16 to 18 rows on every ear. Yet it's as tender and good eating as the most fancy on the market. And what yields! Under good conditions it has produced as much as 10 tons of snapped ears to the acre. At the same time it is easy-to-grow, for it stands hot, dry weather and has remarkable resistance against smut and ear worms.





White

1 SILVER CROSS BANTAM

... *Ripens in 82 Days*

This is the sweet corn that will amaze you — because it has all of the tenderness, succulence, and real corn flavor of the best *yellow* corn. Yet, *it's white!* How come? Well, that's one of the many wonders you come across in hybrid creations. This corn was derived from Golden Cross Bantam, which it resembles in many respects. But the stalks are taller and the ears are longer and larger. But above all, you'll like its flavor. Many folks who *thought* they didn't like white sweet corn at all, now prefer Silver Cross Bantam to any other variety!

2 SILVER CROSS EVERGREEN

... *Ripens in 89 Days*

This is just another example of the hybrid's superiority over the old-fashioned, open-pollinated sweet corn. When you plant this sweet corn you'll see how much more uniform it is in plant growth, ear height and size — and above all, how much sweeter and more tender it is. Anyway you look at it, you'll see how the new hybrids make the old-fashioned varieties really "out-of-date."



Michael-Leonard
LEADS THE WORLD IN
HYBRID SWEET CORN
Research

Hybrids

3 SILVER CROSS NARROWGRAIN

... Ripens in 90 Days

If you want unusually sweet and tender white sweet corn, try Silver Cross Narrowgrain. It has deep, tender kernels that are sweet, juicy and full of real corn flavor. It's a good, vigorous growing corn, too, with a record for high yield. It is of the "Evergreen" type with a large amount of leafy, green foliage — but best of any of this kind for downright good eating.

4 HYBRID STOWELL'S EVERGREEN

... Ripens in 95 Days

If you want *white* sweet corn with big ears, then plant Hybrid Stowell's. Of top Stowell's quality, it has a sweet, tender corn goodness all its own. It's a thrifty grower, a high yielder, and has strong, sturdy plants with heavy, green foliage. If you've ever planted open-pollinated "Stowell's Evergreen" you'll be sure to like Hybrid Stowell's even better.

3

4





This is how this fine seed is Produced for You

From sheltered mountain valleys tucked from the rest of the world, or from irrigated stretches in the burning, barren desert comes this amazing seed to help you grow the world's finest sweet corn.

This hybrid seed is produced in these isolated areas for the very reason that they are isolated. Out here, where no other corn is grown for miles around, it's sure to be of pure strain and absolutely free of any corn diseases. Then, too, with irrigation, the crop is sure because the water is sure.

Here Dr. Stuart N. Smith, our research director, is found in a plot of experimental sweet corn inbreds.



*In cool, sheltered mountain valleys like this,
this seed is patiently produced for you.*

THE SECRET OF THIS SEED

The real secret of this seed, however, lies in the *right combination* of just the *right characteristics*. That combination has come from crossing dozens of strains in countless ways. To find just the *right crosses* has taken more than 15 years of patient research and experiments by Michael-Leonard's entire staff of horticultural experts.

As a result, you now get in this corn a rare combination of only the *good* qualities of many varieties, skillfully wedded into one! That's why it's so superior to ordinary old-fashioned corn.

HOW TO *Grow* SWEET CORN



WHERE TO PLANT IT

Sweet corn should be planted in a sunny, well-drained location. Any good soil will produce excellent corn, but for best results, choose rich, warm, loamy soil. Soil should not be too acid. However, acidity can be corrected by spading in about 50 lbs. of ground limestone per 1000 square feet.

Do not plant near field corn, as pollen from the two may cross, and give you tough, hard, starchy sweet corn. Also keep well away from pop corn.

PREPARING THE SEED BED

Heavy soil, for best results, should be plowed late in the fall, just before freezing. If fall plowing is not accomplished, spring plowing should be done when soil is slightly moist (not wet).

When you are ready to plant your seed, spade and rake ground once again. Go over it thoroughly until soil is almost pulverized. Then smooth it out with back of rake.

HOW TO PLANT

Before the era of Michael-Leonard's *hybrid* sweet corn, in order to have much of a continuous crop, you had to make several plantings at different times throughout the season. Now, however, you can select several of the different maturing hybrids described on the preceding pages, *plant them all at the same time* — and have

sweet corn "coming on" all summer long. No second, third or fourth plantings are needed. They ripen as maturity dates specify, and no two ripen at the same time! This also enables you to do *all* your planting when the ground is in best condition.

Sweet corn can be planted in hills or rows. If in rows, mark them about four feet apart, place kernels one foot apart, cover with one inch of fine pressed soil. If in hills, space them three to four feet apart each way, plant five or six kernels in a hill. When corn is about six inches high, thin to three or four plants to a hill.

CARE AND CULTIVATION

Only cultivation needed is enough to keep all weeds under control until plants are one or two feet high. After that plants shade ground, discourage weed growth. Do not cultivate after tassels appear!

You'll not have many drouth or dry weather worries with Michael-Leonard's hybrids, but this great corn is no substitute for water. If it is at all possible to artificially water your plot of sweet corn during dry weather, by all means take advantage of that opportunity.

IMPORTANT

This seed is produced by crossing various inbred lines of corn. Each seed is, in itself, the product of great care and work of our staff of corn breeders. Into that seed they have combined all of the fine corn qualities of the various inbred lines. When you plant it and harvest the crop, you get all of the results they have been striving for. But, Mother Nature says, "That is the end." *You cannot save the seed from these sweet corn hybrids for growing another plot next year.* For that reason, if you want the same excellent sweet corn each and every year, we must produce NEW SEED each and every year. On page 8 we tell just how this seed is produced to help you grow the world's finest sweet corn.

HOW TO *Can* SWEET CORN



The right moment



Kitchen art



Winter's supply

CHOOSING THE EARS

Select young, tender ears, direct from the garden. They should be at just the *right* maturity — in the milk stage. Test the corn by pressing your fingernail into a kernel. If the milk spurts out, the corn is at the fleeting moment of perfect flavor and ripeness. If the milk oozes out slowly and thickly, however, that means it is too old.

PREPARING THE EARS

Corn should be canned immediately after gathering — within an hour after you bring it from the garden. Once it is picked, corn changes fast from sugar to starch. For this reason, it is best to work with small quantities at a time and complete the whole canning process quickly. Husk the corn. Cut out any damaged spots. Remove *all* silks, using a vegetable brush, if necessary. Wash the ears thoroughly in cold water.

CANNING THE CORN

Put the whole ears into boiling water or active steam for five minutes. Cool slightly and then cut from cob. Precooking the corn *before* cutting from the cob sets the milk and gives you a better product. To cut the whole kernels, use a sharp, heavy knife — but do not cut so deeply as to get in pieces of the cob.

Pack the corn loosely into clean jars, filling the jars up to the shoulder. Add $\frac{1}{2}$ tsp. salt to pint jars. Then, using the

boiling water in which the corn was pre-cooked, fill the jars into one inch of the jar top.

Process in pressure cooker for 80 minutes at 10 pounds pressure. Or process $3\frac{1}{2}$ hours in boiling water bath.

IMPORTANT

Corn is a non-acid vegetable and sterilization should be thorough. For this reason it is advisable to can corn in *pint jars*. In larger jars it is not easy to get as complete sterilization.

HOW TO BE SURE OF WELL CANNED CORN

1. Use only those ears picked at the perfect moment of freshness. Do not use any over-ripe ears.
2. *Work fast* — use small quantities. Slow canning often causes spoilage, as corn stands in jars too long before processing.
3. Be sure jars, rubbers, lids and corn are thoroughly clean. Remove *all damaged* spots on corn.
4. Pack corn loosely in jars. Use plenty of liquid, as called for by recipe.
5. Cool as rapidly as possible *after* processing. Sometimes canned vegetables spoil if the food remains about 110° or 115° F. for much time before or after processing.
6. Store in a cool, dry place.
7. Use good lids, jars and rubbers.
8. Follow canning recipe exactly. Avoid over-cooking in both precooking and processing. Use hot-water bath, or pressure cooking method rather than the open-kettle way.



HOW TO *Cook* SWEET CORN

TO SERVE "CORN ON THE COB"

1. Select tender, young ears. Test by pressing finger nail into kernel: If milk spurts out quickly, the ear is just right. If it oozes out slowly, the corn is too old.
2. Remove husks and silks. Silks may be cleaned off thoroughly with regular vegetable brush.
3. Boil a large quantity of salted water (1½ teaspoons of salt to a quart).
4. Drop corn into boiling water, piece by piece, so as not to disturb boiling action.
5. Add one tablespoon or more of sugar, cover kettle and boil corn until tender (about 8 minutes). Drain at once and serve with butter.

HOW TO BROIL SWEET CORN

1. Spread fresh tender ears of corn with butter and place in broiler.
2. Turn frequently and spread with more butter.
3. Sprinkle with salt and serve at once.

RECIPE

CORN AND LIMA BEAN CHOWDER

- | | |
|------------------------|---------------|
| 1 cup dried lima beans | 1½ cups whole |
| 2 cups water | kernel corn |
| 1 t. salt | 2 t. salt |
| 2 T. chopped onion | 1 t. sugar |
| ¼ cup bacon drip- | ⅛ t. pepper |
| pings | ½ cup water |
| 1 cup diced celery | 3 cups milk |

Soak beans in the 2 cups water for several hours. Add salt and cook until tender. Lightly brown the onion in the fat, add celery, corn, salt, sugar, pepper and water. Simmer for ½ hour. Add 2 cups cooked dried lima beans and the milk. Heat thoroughly and serve. Bits of browned bacon may be sprinkled over each serving. Serves 6.

RECIPE

CORN AND TOMATO RAREBIT

- | | |
|--------------------------|---------------|
| 2 T. cooking fat | 2 eggs |
| 1 small onion | 1 t. salt |
| 1 green pepper | ⅛ t. pepper |
| 1 quart of tomatoes | Toast |
| 2 cups whole kernel corn | Grated cheese |

Heat the fat and in it brown the onion, minced, and the pepper, finely shredded. Add tomatoes and cook until the bulk is reduced one-half. Add the corn and cook ten minutes longer. Add the unbeaten eggs and stir carefully for a minute. Add seasonings. Heap the mixture on toast rounds, sprinkle generously with grated cheese and brown in a hot oven. Serves 10.

RECIPE

CORN BAKED IN THE HUSKS

Peel the husks away from the ear of corn without removing them from the cob. With a vegetable brush remove the silk from corn. Cut away any bad spots from the ear. Sprinkle corn with water. Press the husks firmly over the corn and tie in place. Place corn in a bed of hot ashes or on top of grill over an open fire. Allow 20 to 30 minutes cooking time, turning corn once during the cooking process.

RECIPE

SCRAMBLED CORN

- | | |
|---------------------------|-------------|
| ¼ lb. bacon, cubed | 3 eggs |
| 2¼ cups whole kernel corn | ¾ t. salt |
| | ⅛ t. pepper |

Brown the bacon. Drain the corn, and add to the bacon. Beat eggs with salt and pepper and add to the hot bacon and corn. Stir well until eggs are done. Serves 5.

RECIPE

CREAM OF CORN SOUP

To 3 tbsp. of melted butter, add 4 tbsp. flour, $\frac{1}{8}$ tsp. pepper, $\frac{1}{8}$ tsp. salt. Mix to smooth paste, and add to 2 cups scalded milk. Cook until thick. Add 2 cups cooked corn, seasoned with thinly sliced onion. Serve hot with dash of paprika and strips of pimento on top.

RECIPE

HOW TO OVEN-COOK CORN

Cut corn from cob, place in utensil, adding $\frac{1}{2}$ to $\frac{1}{3}$ cup of water, salt and butter. Place in oven at temperatures from 325° to 400° and cook from one to three hours. The lower the temperature, the longer the cooking time required.

RECIPE

HOW TO PRESERVE CORN BY SALTING

Select corn in the milk stage. Husk, remove silk, and cook in boiling water for 10 minutes. Cut from cob and weigh. Mix corn and salt, using 1 pound of salt to 4 pounds of corn. If scales are not available, use 1 cup of salt to 1 quart of corn. Pack in container. Cover with cloth and a board or plate and weight down.

If enough brine is not formed to cover the corn, add more brine, using $\frac{1}{2}$ pound ($\frac{3}{4}$ cup) of salt to a quart of water. Store in a cool place. The large amount of salt prevents the growth of yeasts and bacteria, so no fermentation takes place.

To prepare salted corn for table use, soak thoroughly, changing water several times. Cook and serve with butter or cream and seasoning.

RECIPE

SERVE CORN THESE INTERESTING WAYS

1. Sliced stuffed olives added to buttered whole kernel corn, gives flavor and color.
2. Green pepper shells filled with whole kernel corn and bits of browned link sausage. Top with buttered crumbs.
3. When preparing tomato sauce try adding 1 cup whole kernel corn and $\frac{1}{2}$ cup finely minced green pepper for a new flavor treat.

RECIPE

CORN PUDDING

To 3 slightly beaten eggs, add 2 cups milk, 2 tbsp. sugar, 1 tsp. salt. Mix 2 cups corn (cream style) with 2 tbsp. butter, 1 tbsp. minced onion, $\frac{1}{4}$ cup minced green pepper, 1 minced pimento. Add to milk mixture. Mix well. Turn into buttered casserole and bake at 325° for approximately one hour. Serves 6.

RECIPE

CORN AND SWEET POTATOES

Wash 4 medium sweet potatoes; add $\frac{1}{2}$ cup water. Cook on high heat until steaming, then turn low, cook until tender — about 30 minutes. Drain and peel potatoes. To 4 tbsp. butter, melted in skillet, add diced potatoes, 1 cup kernel corn, 1 tbsp. chopped pimento. Cook on medium heat about 10 minutes.

From **A**sparagus to **W**atermelon



Michael-Leonard's **GREAT NEW GARDEN SEED CATALOG DESCRIBES NEARLY 300 VARIETIES OF VEGETABLES**

In this great, new catalog you'll find just about every vegetable you ever heard of, and perhaps some you never heard of. Many say it's the most complete seed book they've ever seen.

Has Concise Descriptions

But even more, you'll like the brief, factual way in which each vegetable is fully described. You'll find no "glittering generalities," no boastful superlatives . . . just common sense facts and details of color, size, growth, flavor, maturity and other vital specifications every sound, practical gardener desires.

Likewise, you'll like the accurate, careful illustrations. Each and every picture is made according to scale, so that at a glance you can tell the real difference in size, shape and other character-

istics of each and every variety. Comparison is easy. For instance, this catalog has pictured eleven different varieties of cabbage. Quickly you look at the pictures, read the fast, factual descriptions and tell *exactly* which variety you wish to plant. Yes — you can do this for each and every vegetable, and have your entire garden turn out just as you planned.

Of course, you want a copy of this catalog. And we have sent a supply to *your* Michael-Leonard Seed dealer. When you call for your copy, however, should he be out of them, write The Michael-Leonard Company, 333 W. 35th Street, Chicago 16 — or if you live west of the Mississippi River address us at Sioux City 6, Iowa. There is no charge or obligation on your part.



Now you can have Sweet Corn All Summer Long

How One Planting Assures You of a Constant Crop

YES — with but *one* planting of Michael-Leonard's famous hybrid sweet corn, you can have sweet corn "coming-on" all summer long. No longer need you make several plantings throughout the season. For with this corn our plant breeders "set" the ripening date. The earliest hybrid ripens just 59 days after planting, and the latest is ripe in 95 days. By planting several of these amazing sweet corn hybrids at one time, you'll have the world's finest sweet corn ready for your table throughout the entire season.

(See pages 17, 18, 19 and 20.)

The MICHAEL-LEONARD CO.

SIOUX CITY 6, IOWA

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